

Time Started: _____

RAC 4279-R
081781

101-04

1. First I am going to read you a list of activities. For each one, please tell me if you have done it within the past two years. That is, in 1980 or 1981. Ready? The first one is . . .

	<u>YES, HAVE DONE</u>	<u>NO, HAVE NOT DONE</u>	<u>DON'T KNOW</u>	
a. Written a letter to a newspaper to give your opinion on an issue of the day. Do you remember doing this in 1980 or 1981?	1	2	3	05
b. During the past year or two have you written a letter to your congressman, senator or other elected official to let him know how you feel about something?	1	2	3	
c. Have you voiced your opinion at a public meeting?	1	2	3	
d. Have you collected money for any cause?	1	2	3	08
e. Have you had your name or picture in the newspaper in connection with anything except family life?	1	2	3	
f. During the past two years have you held office or been a leader in any church group, service organization, or any organized community activity?	1	2	3	
g. Do you presently own stock in two or more different companies or mutual funds?	1	2	3	11
2. Do you read or look through a daily newspaper for at least ten minutes every day, or do you get your news in other ways?				

- 1 YES, READ DAILY NEWSPAPER
2 NO, GET NEWS IN OTHER WAYS
3 DON'T KNOW

12

3. Have you read or looked through two or more issues of a newsmagazine like Time or Newsweek in the past month?

- 1 YES
2 NO

13

0002666290

4. Because of your occupation, you are no doubt aware that the tobacco industry has its critics. Can you name a few? (PROBE: Who specifically is it that criticizes the tobacco industry?)

114

15

IF NAMED TWO OR MORE CRITICS, ASK:

5. Of those you named (REPEAT ANSWER ABOVE IF NECESSARY), which critic, if any, do you think poses the greatest threat to the industry?

16

17

6. Overall, how aggressive do you feel the tobacco industry has been in defending itself against its critics -- very aggressive, somewhat aggressive, only slightly aggressive, or not aggressive at all?

- 1 VERY AGGRESSIVE
2 SOMEWHAT AGGRESSIVE
3 ONLY SLIGHTLY AGGRESSIVE
4 NOT AGGRESSIVE AT ALL
5 DON'T KNOW -- SKIP TO Q. 8

18

7. In the future, would you like to see the tobacco industry become more aggressive, less aggressive, or stay about the same as they are now in defending themselves against critics?

- 1 BECOME MORE AGGRESSIVE
2 BECOME LESS AGGRESSIVE
3 STAY ABOUT THE SAME
4 DON'T KNOW

19

0002666291

8. Now I'm going to read you a list of some things that are sometimes done by industries to answer their critics. For each one I read, please tell me if you think it is something that is very important, somewhat important, not too important, or totally unnecessary for the tobacco industry to do. First take . . .

START	VERY IMPOR- TANT	SOMEWHAT IMPOR- TANT	NOT TOO IMPOR- TANT	TOTALLY UNNECES- SARY	DON'T KNOW	
() Try to inform and influence Congressmen in Washington, D.C.	1	2	3	4	5	120
() Advertise its positions on the issues.	1	2	3	4	5	
() Send speakers to talk to local groups, such as the Rotary Club.	1	2	3	4	5	
() Publish a magazine or news- paper for people in the tobacco industry.	1	2	3	4	5	
() Enlist the help of volun- teers to inform the public about the industry's posi- tions.	1	2	3	4	5	24
() Appear on radio and TV to discuss tobacco issues	1	2	3	4	5	
() Support research on the alleged health effects of smoking	1	2	3	4	5	
() Challenge defective research about the health effects of smoking	1	2	3	4	5	27

0002666292

9. Now I have some statements I'd like to get your reaction to. For each one, tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. First . . .

START	STRONGLY AGREE	SOME- WHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW	
() a. Smoking causes cancer.	1	2	3	4	5	128
() b. Tobacco is an important part of the nation's economy.	1	2	3	4	5	
() c. Tobacco companies are generous employers.	1	2	3	4	5	
() d. Smoke in the air hurts nonsmokers.	1	2	3	4	5	
() e. Cigarette companies will all be out of business in ten years.	1	2	3	4	5	
() f. Cigarette companies donate lots of money to research, community projects, and museums.	1	2	3	4	5	33
() g. Fewer and fewer people are smoking.	1	2	3	4	5	
() h. Cigarette companies are greedy.	1	2	3	4	5	
() i. Cigarette companies donate more money than any other non-governmental source to scientific research on smoking and health.	1	2	3	4	5	36
() j. The alcoholic beverage industry has defended itself better against its critics than the tobacco industry.	1	2	3	4	5	
() k. Tobacco is only important to the economy of the South.	1	2	3	4	5	
() l. I don't think I get enough information about what's going on in the tobacco industry.	1	2	3	4	5	
() m. There are only a very small number of people who try to impose their anti-smoking views on the public.	1	2	3	4	5	40

0002666293

10. When it comes to information about tobacco and the industry, what groups or organizations come to mind? (PROBE: Anybody else?)

141
42

(INTERVIEWER: IF RESPONDENT MENTIONS TOBACCO INSTITUTE, SKIP TO Q. 12)

11. Do you know of any groups or organizations that represent the tobacco industry in Washington?

1 YES (Can you tell me their names?)

44

43

45

2 NO

0002666294

12. Now I'd like to read you a list of groups that sometimes get involved with issues in the tobacco industry. For each one I read, please tell me whether you are very familiar, somewhat familiar, or not too familiar, or have never heard of the group before. First, have you ever heard of . . .

START	VERY FAMILIAR	SOMEWHAT FAMILIAR	NOT TOO FAMILIAR	NEVER HEARD OF	
() The Surgeon General's office	1	2	3	4	146
() The Tobacco Institute	1	2	3	4	
() Action on Smoking and Health or ASH	1	2	3	4	
() The American Lung Association	1	2	3	4	
() Tobacco Growers Information Committee	1	2	3	4	
() The Tobacco Tax Council	1	2	3	4	51

IF "VERY" OR "SOMEWHAT" FAMILIAR WITH TOBACCO INSTITUTE, ASK Q. 13-15:

13. You said you had heard of the Tobacco Institute. As far as you know, what kinds of activities does the Tobacco Institute carry out? (PROBE: Any other activities?)

52
53

14. As you might know, (as you said) the Tobacco Institute works in Washington and before state legislatures. To the best of your knowledge, who does the Tobacco Institute represent? (DO NOT READ ANSWER CATEGORIES.)

- 1 THE MAJOR CIGARETTE COMPANIES
- 2 PEOPLE WHO GROW TOBACCO
- 3 PEOPLE WHO SMOKE
- 4 PEOPLE WHO OPPOSE SMOKING
- 5 OTHER: _____

0002666295

54

- 6 DON'T KNOW

15. And how would you rate the job the Institute does in representing these people -- excellent, good, only fair, or poor?

- 1 EXCELLENT
- 2 GOOD
- 3 ONLY FAIR
- 4 POOR
- 5 DON'T KNOW

55

16. The Tobacco Institute puts out a newspaper every other month. Do you ever see it?

1 YES -- ASK Q. 17

2 NO

3 NOT SURE -- SKIP TO Q. 19

156

IF "YES" ON Q. 16, ASK:

17. Can you tell me the name of the newspaper?

1 YES -- THE TOBACCO OBSERVER

2 YES -- OTHER: (SPECIFY): _____

3 NO/DON'T KNOW

57

18. Is there any particular article that stands out in your mind among the issues you have read?

1 YES -- What article is that? PROBE: What was it about?) _____

59

158

60

2 NO

19. The Tobacco Institute also sends out films about the industry. These films deal with issues in the industry. Do you recall ever seeing any of these films?

1 YES -- ASK Q. 20-21

2 NO

3 NOT SURE -- SKIP TO Q. 22

61

IF "YES" ON Q. 19, ASK:

20. Can you remember the name(s) or title(s) of the film(s) you saw?

62

63

0002666296

21. Can you tell me what the film/films was/were about? (PROBE: Anything else?)

64

65

22. Representatives of the Tobacco Institute sometimes appear on TV shows, on radio, or before local groups. Have you ever seen or heard a spokesman for the Tobacco Institute?

1 YES -- ASK Q. 23-24
2 NO
3 NOT SURE -- SKIP TO Q. 25

166

IF "YES" ON Q. 22, ASK:

23. Do you recall the name of the spokesman you saw or heard?

67 1 YES -- What was his or her name?
2 NO

68

24. Do you recall what the spokesman was talking about? (PROBE: What else did he or she say?)

69
70

25. Have you seen any advertisements published by the Tobacco Institute in the last six months or so?

1 YES -- ASK Q. 26-27
2 NO
3 NOT SURE -- SKIP TO Q. 28

71

IF "YES" ON Q. 25, ASK:

26. Can you tell me what the ad was about? (PROBE: What else did the ad talk about?)

72
73

27. Do you recall where you saw the ad? (PROBE FOR SPECIFICITY.)

74
75

0002666297

28. Have you ever seen a brochure, booklet, or printed material other than The Tobacco Observer put out by the Tobacco Institute?

- 1 YES -- ASK Q. 29
2 NO -- SKIP TO Q. 30
3 NOT SURE

176

IF "YES" ON Q. 28, ASK:

29. Do you recall what the brochure was about? (PROBE: Anything else?)

77

78

30. Have you ever heard of something called TAN or the Tobacco Action Network?

180:1

- 1 YES -- ASK Q. 31-32
2 NO -- SKIP TO Q. 34
3 NOT SURE

205

IF "YES" ON Q. 30, ASK:

31. Do you know what TAN does? (PROBE: Anything else?)

- 1 YES —> What is it? (Please describe it to me?)

06

07

- 2 NO
3 NOT SURE -- SKIP TO Q. 34

08

32. Are you a member of TAN?

- 1 YES -- SKIP TO Q. 34
2 NO -- ASK Q. 33
3 NOT SURE -- SKIP TO Q. 34

09

IF "NO" ON Q. 32, ASK:

33. Do you think you would like to join a group such as TAN?

- 1 YES
2 NO
3 NOT SURE

10

0002666298

34. I'd like to read you a list of magazines. For each one, I'd like to know which one you read regularly -- that is, at least three out of four issues -- which ones you read sometimes, which ones you rarely or never read, and which ones you've never heard of.

	THREE OUT OF FOUR	SOME- TIMES	RARELY OR NEVER READ	NEVER HEARD OF	
a. Flue Cured Tobacco	1	2	3	4	211
b. Kentucky Farmer	1	2	3	4	
c. Newsweek	1	2	3	4	13
d. Progressive Farmer	1	2	3	4	
e. Time	1	2	3	4	15
f. U.S. News & World Report	1	2	3	4	

35. What other magazines do you read on a regular basis. DO NOT READ. CIRCLE BELOW.

- | | | | |
|----|------------------------|----|----------------------------|
| 17 | 1 Atlantic Monthly | 19 | 21 New York Times Magazine |
| | 2 Business Week | | 22 New Yorker |
| | 3 Car & Driver | | 23 People |
| | 4 Commentary | | 24 Playboy |
| | 5 Consumer Reports | | 25 Popular Mechanics |
| | 6 Cosmopolitan | | 26 Psychology Today |
| | 7 Dun's Review | | 27 Reader's Digest |
| | 8 Family Circle | | 28 Redbook |
| | 9 Forbes | | 29 Road & Track |
| 18 | 10 Fortune | 20 | 30 Rolling Stone |
| | 11 Good Housekeeping | | 31 Saturday Review |
| | 12 Gourmet | | 32 Scientific American |
| | 13 Harper's | | 33 Smithsonian |
| | 14 Life | | 34 Sports Illustrated |
| | 15 McCall's | | 35 Sunset |
| | 16 Money | | 36 TV Guide |
| | 17 Ms. | | 37 Us |
| | 18 Nation's Business | | 38 Woman's Day |
| | 19 National Geographic | | 39 OTHER: _____ |
| | 20 National Review | | _____ |
| | | | _____ |
| | | | _____ |

0002666299

36. On the average day, about how much time, if any, do you personally spend watching TV?

_____ HOURS _____ MINUTES
221-22 23-24

37. In an average week, how often do you watch television news programs -- almost every night, several times a week, a few times a week, about once or twice a week, or never.

- 1 ALMOST EVERY NIGHT
- 2 SEVERAL TIMES A WEEK
- 3 A FEW TIMES A WEEK
- 4 ABOUT ONCE OR TWICE A WEEK
- 5 NEVER

25

38. On the average day, how many hours do you spend listening to the radio in your home or car?

_____ HOURS _____ MINUTES
26-27 28-29

39. How often do you read a newspaper? (READ ANSWER CATEGORIES)

- 1 Every day
- 2 A few times a day
- 3 Once a week
- 4 Less than once a week
- 5 Never

30

Now I'd like to ask you a few questions about your job in the tobacco industry.

40. What is your job title? _____

31-
32

41. For how many years have you worked in the tobacco industry?
(INTERVIEWER: PROBE CATEGORIES IF NECESSARY.)

- 1 Less than two
- 2 Two to five
- 3 Six to ten
- 4 Eleven to twenty
- 5 Twenty-one or more
- 6 DON'T KNOW

33

0002666300

Finally, I have just a few more questions for classification purposes.

42. What was the last grade you completed in school?

- 1 LESS THAN HIGH SCHOOL GRADUATE
- 2 HIGH SCHOOL GRADUATE
- 3 ATTENDED COLLEGE
- 4 GRADUATED FROM COLLEGE OR MORE
- 5 DON'T KNOW/REFUSED

234

43. What was your age on your last birthday?

- 1 18-24
- 2 25-34
- 3 35-49
- 4 50 or over
- 5 REFUSED

35

44. What racial or ethnic group do you consider yourself a member of?
(PROBE: Are you white, black, of Spanish descent, or something else?)

- 1 WHITE
- 2 BLACK
- 3 SPANISH DESCENT (MEXICAN-AMERICAN, CUBAN, PUERTO RICAN)
- 4 OTHER: _____
- 5 DON'T KNOW/REFUSED

36

45. What is the name of the state you live in? _____

37-

38

0002666301

46. By the way, do you yourself smoke cigarettes?

- 1 YES -- ASK Q. 47
- 2 NO -- ASK Q. 48
- 3 REFUSED -- SKIP TO Q. 50

239

IF RESPONDENT SMOKES CIGARETTES, ASK:

47. On the average, about how many cigarettes do you smoke per day?
(INTERVIEWER: PROBE IF NECESSARY.)

- 1 One or two cigarettes a day
- 2 Less than one-half pack a day
- 3 About one-half pack a day
- 4 About one pack a day
- 5 About 1 1/2 packs a day
- 6 About two or more packs a day
- 7 DON'T KNOW/NOT SURE

40

IF RESPONDENT DOES NOT SMOKE CIGARETTES, ASK:

48. Have you ever at any time in your life smoked cigarettes for more than two weeks?

- 1 YES -- ASK Q. 49
- 2 NO
- 3 NOT SURE -- SKIP TO Q. 50

41

IF "YES" ON Q. 48, ASK:

49. How many years ago was that?

- 1 Less than one
- 2 1-3
- 3 4-9
- 4 10 or more

42

50. Do you smoke cigars or a pipe?

- 1 YES, CIGARS
- 2 YES, A PIPE
- 3 NO
- 4 REFUSED

43

0002666302

51. Finally, please stop me when I read the category that represents your total household income before taxes last year. Was your family's income in 1980 . . . (READ CATEGORIES.)

- 1 Less than \$10,000
- 2 \$10,000 - \$15,000
- 3 \$15,001 - \$20,000
- 4 \$20,001 - \$25,000
- 5 \$25,001 - \$40,000
- 6 Over \$40,000
- 7 REFUSED

244

INTERVIEWER: CODE SEX

- 1 MALE
- 2 FEMALE

45

INDUSTRY SEGMENT

- ASK Q. 52 --
- 1 RETAIL
 - 2 GROWER/FARMER
 - 3 LIST A
 - 4 LIST B
 - 5 LIST C
 - 6 LIST D
 - 7 WHOLESALE
 - 8 OTHER
- SKIP TO Q. 53-

46

0002666303

IF GROWERS, ASK:

52. Finally, how would you rate the job the Tobacco Grower's Information Committee does in providing information about the tobacco industry -- excellent, good, only fair, or poor?

- 1 Excellent
- 2 Good
- 3 Only Fair
- 4 Poor
- 5 DON'T KNOW

247

IF EMPLOYEES, ASK:

53. Thank you for your help with this survey. We are going to be interviewing people who work for tobacco companies for a few more days and may want to interview some more people from your company. Can you tell me the name and phone number of someone you work with who might want to participate in the interview?

(Name)

(Phone number)

X -- DON'T KNOW ANYONE/REFUSED

TIME ENDED: _____

248-49

LENGTH OF INTERVIEW: _____

INTERVIEWER: _____

DATE: _____

002666304

280:2